

# Career, Change and the Value of Mentorship

A Discussion on “**Paying It Forward**” for the:  
Humber College - IT Infrastructure Bridging Program

Date: October 28, 2024  
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# Joseph Luk

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- Industry leader in the Information, Communications and Technology (ICT) sector
- Lifelong learner
- Avid coach and mentor
  
- Why I am here to speak with you?
  - To share knowledge and insights to guide your learning journey
  - Prepare you for the fast evolving Canadian technology landscape

# Topics of Conversation

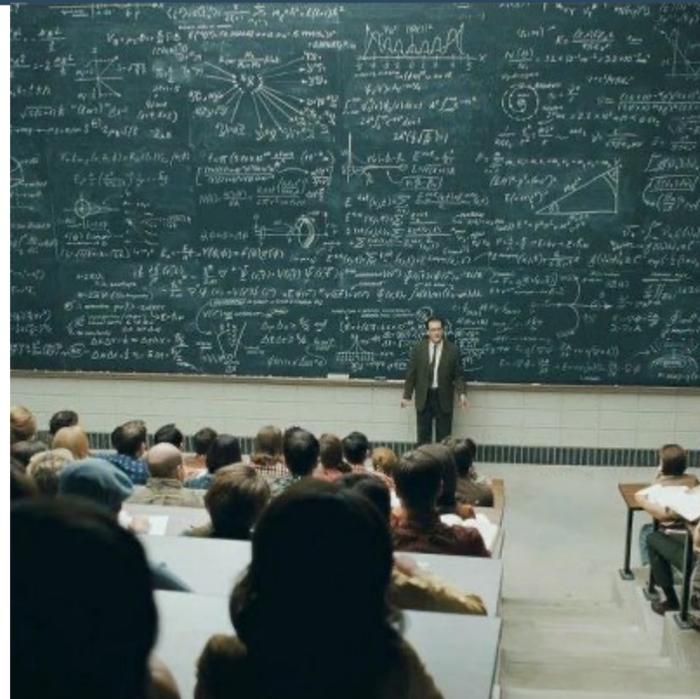
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- Career Management
- Managing Change
- Mentorship



# Let's Start!

## A story we have heard before ...



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# Career Management



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# Job or Career



## Definition of a Career\*:

- A field for or pursuit of consecutive progressive achievement especially in public, professional, or business life
- A profession for which one trains and which is undertaken as a permanent calling

\*Merriam-Webster

## Advice from my Uncle John:

“A job is something you can leave at the end of the day – a career is something you want to continue excelling at after 5:00 pm”

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- In September 2024, the unemployment rate had decreased to 5.5%, and the Canadian workforce continued to grow, reaching 20 million employed individuals by the end of 2023
- The overall trend in employment has been steadily rising since 2010, excluding the COVID-19-related dip in 2020

## Some Interesting Data\*

- Population of Canada (October 2024): 40.01M
- Unemployment Rate (September 2024): 5.5%
- Estimated Number of People Unemployed: ~2.2M
- Number of People Employed (December 2023): 20.0M

\*ChatGPT

# What Does This Mean?

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- Timing now for job search now is better than the recent COVID years
- Extrapolating - Finding a job to convert to a career may be better than in the past but ... still considered challenging especially recently in the IT and Technology fields
- Key Question – How?



# Easy – Follow These Steps!

The image shows a sample employment application form. The form is titled "Employment Application" and includes a "Date:" field. It is divided into several sections: "Personal Information" (First Name, Last Name, Mailing Address, City, State, Zip, Social Security Number, Birth Date, Telephone, Email Address), "Education" (High School and College), and "Work History" (Name of School, Address, Phone, Date Attended, Did you graduate?, Degree Type, Major). There is also a section for "Special Courses (Please list any additional training you may have received, including military training, apprenticeship programs, vocational training courses or seminars.)".

1. Create a fantastic resume by iterating and leveraging AI to improve content
2. Create the perfect cover letter tailored for each application again leveraging AI
3. Go to  or other web sites and find jobs you feel you would like
4. Use Apply On-line with your resume and cover letter for each job
5. Wait for a response and for the phone to ring!

# The Reality...

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- On-line applications enable HR teams to mass filter applicants efficiently
- Not having a bespoke ATS format resume reduces the possibility of progression
- HR managers spend very little time reviewing individual resumes (average 30 seconds per)
- Most Hiring Managers don't have the time to deep dive on candidates and depend on HR to help screen applicants



# Your Result = Limited

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- Out of 1000's of applications, you will be pre-screened by AI which statistically analyzes your resume for best fit to the job requisition
- The HR representative filters candidates down to a small subset, about 10-12 per job request
- The Hiring Manager receives 3-4 suggested candidate applications from HR
- Interviews are given to the 3-4 suggested candidates



# What To Do?

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1. Go apply for the most basic of jobs – some money is better than no money!
2. Keep applying on-line – those statistics are for others but don't apply to me!

**OR**

**Network, Network and Network!**

# Networking vs Applying

1.

Most jobs are not advertised with a posting i.e. the hidden market

2.

Internal referrals get fast-tracked

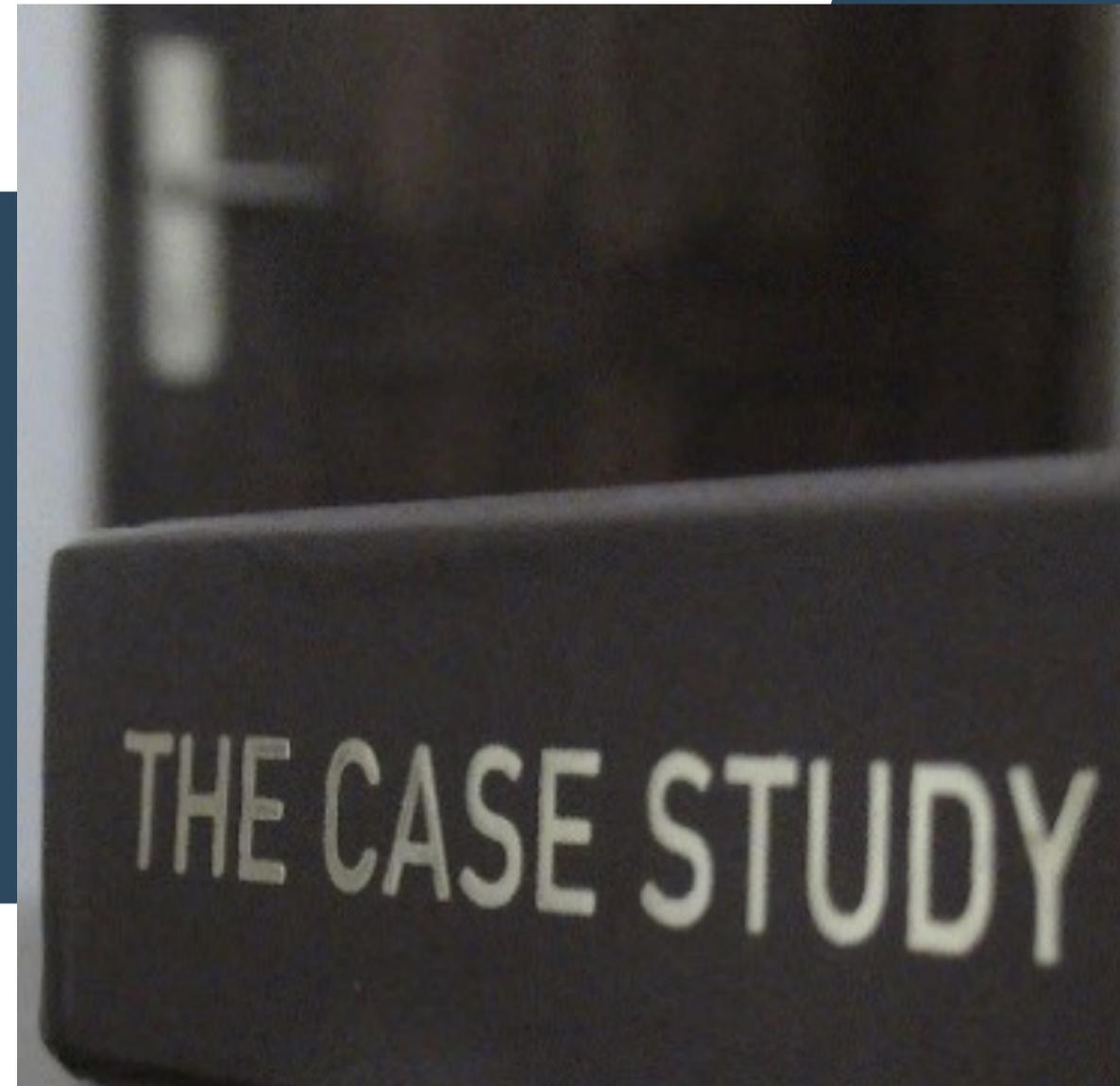
3.

“Being referred to a hiring manager by a trusted person is 50-100X more likely to result in being interviewed and hired compared to submitting a resume to a posted job”\*

\*LinkedIn

# Career Case Study

- Barry was restructured from his company
- Barry was looking for an opportunity to switch to a new field - Program Management versus Technical Q&A
- What did Barry do and how did he change to secure his new job and start a new career?



# Managing Change



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# Networking

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- Reasons I have heard for NOT networking:
  - I can't network, I am not a Salesperson!
  - You have act "fake" to network!
  - I wouldn't be able to ask for a job!
- Fortunately networking is none of the above!
- Networking\* is defined as:
  - The **exchange of information** or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business

\*Merriam-Webster

# In order to Network – Plan!

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- Networking requires a **plan**!
  - It does not mean having coffee without a purpose – remember “exchange of information or services”
- As Technology Business Leaders – this is something all of you can accomplish!
- There is a “trick” to the plan though – You need to define the “**target**”!



# Target = Your Goal for Change



- Job or Career change requires you to know what you want
- Sometimes it is very clear: I just want a job!
- Most of the time it is unclear – after the dust settles: What do you really want?
- This is where “Networking” comes in!

# Networking Crystallizes Goals

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- Networking allows you to meet people who can inspire, coach and transfer knowledge
- Networking allows you to formulate a target ... the target is your ultimate career and job search goal
- Your goal becomes less hazy and starts to take shape the more you exchange ideas



# Manage Change to Dream

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- Create a plan to pursue jobs you would dream about
- Find people you can introduce yourself to
- Find out as much about the job or career by asking questions while networking
- Often experts are very willing to lend their time to someone who is looking for advice

# Manage Change to Execute

- Track your progress!
- Document everything!
- Plan to meet again
- Continue to execute the plan – through highs and lows
- As you gain momentum, you will find success – remember a positive attitude is very important
- Yes - You can uncover employment opportunities when you network!



# Manage Change to Succeed



- Remember change takes time
- Be patient
- Be “lucky”: Remember “chance favours the prepared”
- Manage your change by sticking to the plan
- Update the plan as necessary to keep goals and activities current

# Example of Networking Plan

Target Company List

Priority	Workstream 1 = Telco Workstream	Prime Contact	Last Contacted	Next Steps	Due Date	Status
1	Coopco Data Services	Eric Stang				
2	Rogers	Karen Franklin	07-Jun-13	Submitted CV and on-line cover letter	07-Jul-13	
3	Airstream	Rob Del Bono				

Priority	Workstream 2 = IT Workstream	Prime Contact	Last Contacted	Next Steps	Due Date	Status
1	Interactivs	Paul Jeffrey	07-Jun-13	Dinner mtg 13-Jul-13		
2	BBCC	Carlo Marciano	05-Jun-13	Schedule coffee for week of 15-Jul-13		
3	Salesforce.com	Abbas Rangwala	03-Jun-13	Dinner week of 15-Jul-13		

Priority	Workstream 3 = Self Employment	Prime Contact	Last Contacted	Next Steps	Due Date	Status
1	True Product	Diana Luczak	07-Jun-13	Dinner mtg 18-Jul-13		

Priority	Workstream 4 = Dream Job	Prime Contact	Last Contacted	Next Steps	Due Date	Status
1	ScayCare	Heaven Anisani				
2	Yahoo	Charles Ferrao				
3	S&G	Robbie Lee				

Priority	Workstream 5 = Personal Improvement	Prime Contact	Last Contacted	Next Steps	Due Date	Status
1	Resume and LinkedIn Improvement	Sophia Tanjoes	05-Jun-13	Review of updated Rogers CV and Cover Letter	06-Jun-13	
2	Set schedule to spend time with Ethan and Emma	Ethan and Emma Luk				

## The Plan

Overarching plan involves the following steps in this order

Step	Action	Status
1	Perform personal assessment on new personal goals and marry them to career goals	
2	Conduct formal assessments to determine potential fit of skills to next step job function	
3	Create a high level and a detailed plan with scope, timelines and deliverables	
4	Target companies of interest	
5	Research companies of interest	
6	Network within community to gain a foothold or relationship with company	
7	Ascertain opportunities and execute plans	
8	Follow up on plan execution	

Jul 1 - Jul 5	Jul 8 - Jul 12	Jul 15 - Jul 19	Jul 22 - Jul 26	Jul 29 - Aug 2	Aug 5 - Aug 9	Aug 12 - Aug 16	Aug 19 - Aug 23
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8

Contacted Karen on 4-Jul-13 via LinkedIn - call set up for discussion on 5-Jul-13 at 11:30 am. Opportunity for Director Product Management - have sent CV for referral to Tracey Markwood

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Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8

Sent email to Sko to meet. Dinner mtg planned for 15-Jul-13

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Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8

Sent email to Diana to meet on 18-Jul-13. Dinner mtg planned for 18-Jul-13

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Spoke to Sophia about updated CV and cover letter - plan to meet week of July 8th to update LinkedIn

## Research Check List

**Company Name:** Huawei  
**Company Location:** 19 Allstate Pky, Markham, ON L3R 5A4  
**Public or Private:** Private  
**Key Company Contact:** Rocco Lallone  
**Key Company Contact Title and Role:** General Manager Sales  
**Workstream:** Workstream 4 = Dream Job  
**Industry:** Telecommunications, Information, Media and Electronics (TIME)

## Active

**Services Provided:** Huawei's core business is in Telecom Network Infrastructure, Applications and Software, Professional Services and Devices

**Sub Services Provided:**

**Key IP**

Equipment

In addition to the Canadian Headquarters in Markham, Huawei operates a Research & Development Centre in Ottawa, and 2 branch offices in Montreal and Edmonton. In addition to the Canadian Headquarters in Markham, Huawei operates a Research & Development Centre in Ottawa, and 2 branch offices in Montreal and Edmonton.

**Number of Locations in Canada:**

**Number of Employees in Canada:**

**Competitors to Company:**

**Key Risk Areas:**

Huawei employs over 380 people across Canada

Cisco, Avaya

Satellite office

**Spin Offs**

**2010 revenue:**

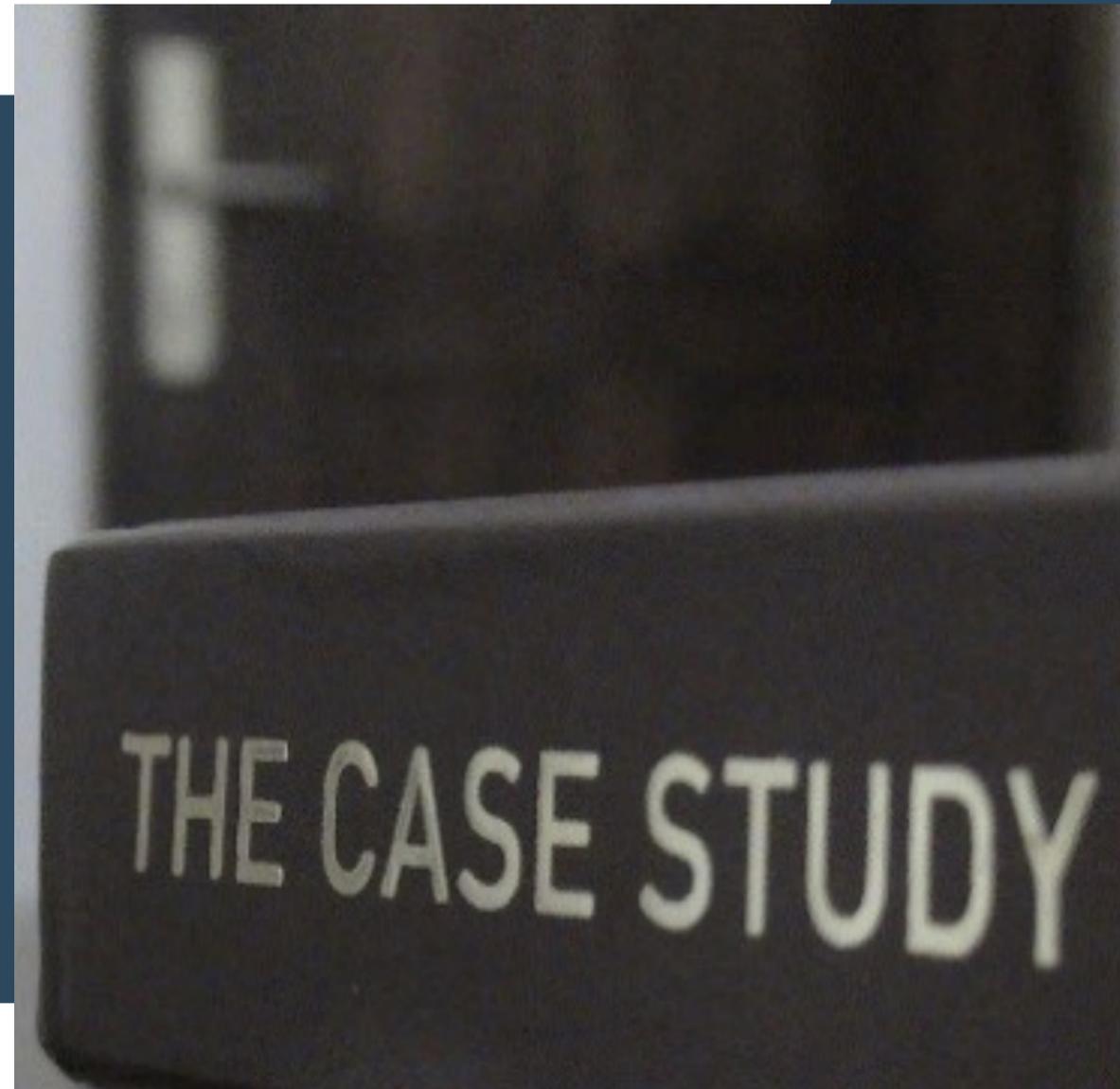
\$28B

**Does BU have Headcount Budget:**

YES

# Change Case Study

- Barry met with me to discuss his overall career goals – the choice took some time (a few months)
- Meanwhile as we discussed his career goals every 2 weeks - we tactically worked on updating his CV + basic interview skills
- He created a structured networking plan (even with folks within my network)
- Ultimately he landed a job in Program Management in HK after 1 year



# Mentorship



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# What is Mentorship?

- Definition of Mentor\*:
  1. a trusted counselor or guide
  2. tutor, coach
    - men·tor·ship \-,ship\ noun

# How to Embody Mentorship

- Mentorship is easy – 3 basic actions:
  - Listen
  - Give
  - Enable Trust
- As you position yourself for the workforce – career or job – look for mentors while networking
- Ask those special folks whom you meet to be your trusted advisor
- Have a few mentors – they can offer you valuable perspective and opinion



# What Is the Real Question?



- We've talked about receiving mentorship - now it's time to go "full circle" and have you give mentorship!
- Ask yourself what is most important in life?
- Remember the jar with the golf balls, pebbles and sand!
- If you have the opportunity to help – do it!
- Anyone can mentor because anyone can - **listen, give and enable trust!**

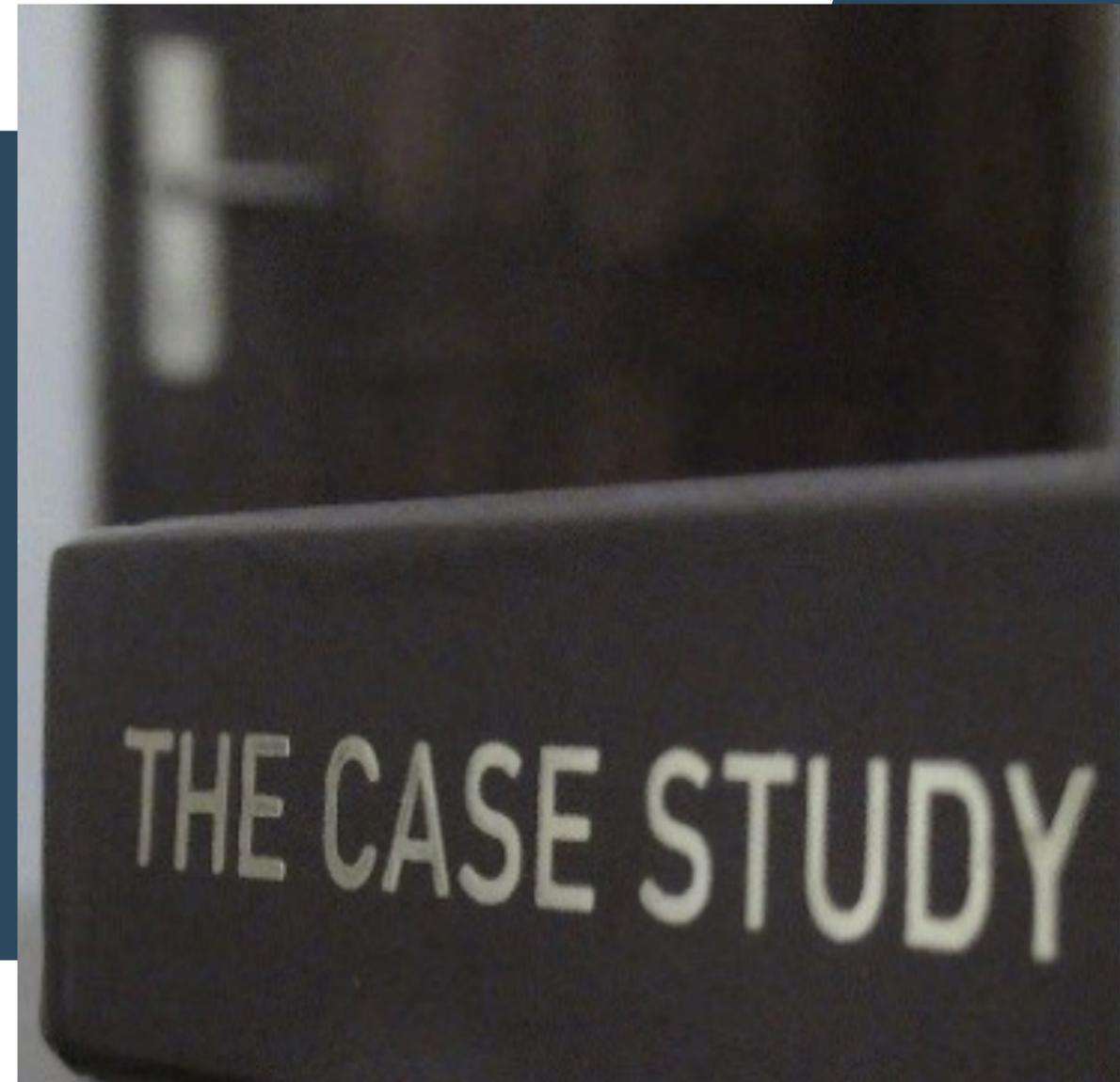
# Value of Mentoring

- Someone is helped!
  - Without your unique perspective that person may miss a life changing opportunity
- It opens you up to new perspectives
- It keeps you challenged



# Mentoring Case Study

- Barry asked me to provide some advice to James
- I mentored James for 1 year, he found employment
- James referred me to Warren, I hired Warren in a position I needed
- I continue to mentor Warren to this day



# Gratitude and Call to Action

- Never underestimate the power of networking mentorship and the change it has on your life
- Take control – Manage your career like you would manage a business – apply the skills you learn for your own benefit
- I hope through this example you too can start to “Pay it Forward” as you go through your job / career search - remember to help others as you receive help!

PAY IT FORWARD

